18/5/43

Matamata District
Chronicle
Special Edition

Volume VII—No. 9 MAY 14, 1964 Regd. at G.P.O. as a Newspaper

BE SURE to SAVE THIS PROGRAMME and bring it with you every time you come to Matamata during Town and Country Week. This number may win you a prize

No 1255

OFFICIAL PROGRAMME OF

MATAMATA town & country WEEK

FISH ON FRIDAY!
FISH ON FRIDAY!

CAFE CALIFORNIA

(The best Sea Food Shop in the Waikato!)

Invite all Children to GUESS THE WEIGHT of the Fish that will be hanging in the Window on FRIDAY, MAY 22.
A TEN BOB PRIZE to the First Correct Answer!

CAFE CALIFORNIA

Opposite Taxi Stand in Arawa St. Extn.

COME TO TOYLAND !!

Give the Kiddies a Holiday Treat!

See the Miniature Electric Motor Racing Display (just like the real thing!)

FREE Space Rocket Rides for the Kiddies ALL DAY on Wednesday May 20.

★ — ★

FREE all the week—One Roll of Scotch Tape free with every Bic Click Ball Point Pen.

Don't Miss this Wonderful Offer, at

Barry & Hastings Ltd.

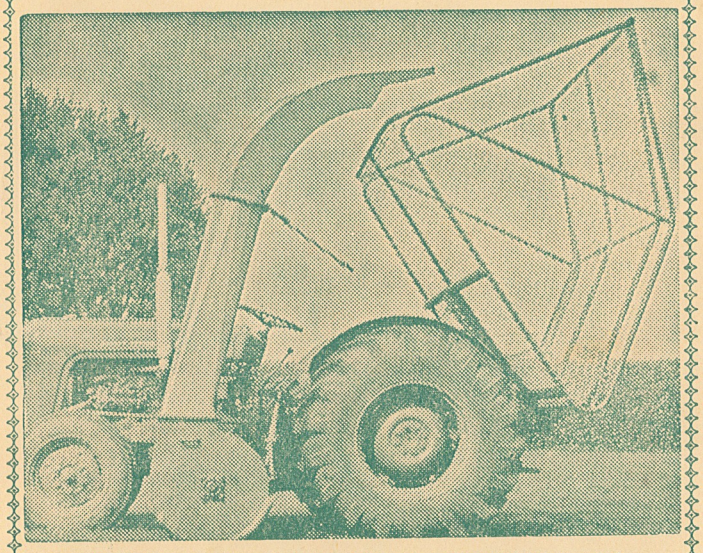
Arawa Street, Phone 633

Interior Designs Ltd.

Arawa Street South, Matamata

The firm which designed the line blocks on the front cover of this programme will be happy to discuss with you any problems concerning your Home Decorating and Furnishings.

Call when in Town, or Telephone 526.



WHEN ONE MAN CAN PRODUCE AS TWO, WHY HAVE TWO OR MORE ? ? ! ! !

Matamata Machinery Exchange

Peria Road **(Near Fire Station)**

PROGRAMME OF EVENTS

MONDAY, May 18

12 noon—PARADE OF LATEST MODEL CARS, TRACTORS and FARM EQUIPMENT. An exhibition of these throughout the week, in Broadway.

2 p.m.—HEATS OF MEN'S AND WOMEN'S WHEELBARROW DERBY (Broadway and Arawa Street).

8 p.m.—COMBINED FASHION SHOW and Presentation of WOOL BOARD GOLD MEDALIST Garments by Matamata Stores.
Compere, Bobby Jarbis. (In Memorial Centre).

WEDNESDAY, May 20

10.30 a.m.—YOUNG FARMERS DAY (in Grant's Paddock, Rawhiti Avenue).

12.30 p.m.—CHILDREN'S DAY (Broadway and Arawa St.) Decorated bicycles and prams; Pets parade; Trolley Derby; Lolly scramble, etc.

3 p.m.—HEATS OF WHEELBARROW DERBY

7.30 p.m.—FAMILY FROLIC NIGHT (Memorial Centre) Fun for ALL THE FAMILY!

FRIDAY, May 22

2 p.m.—HEATS OF WHEELBARROW DERBY

2.45 p.m.—TRICYCLE RACES

8 p.m.—SEMI-FINALS and FINALS of WHEELBARROW DERBY.

SATURDAY, May 23

10.15 a.m.—ROUND THE HOUSES CAR RACES (A full day's racing).

12 noon—FREE PICTURES (by courtesy P.R.A. and Kerridge-Odeon).

THROUGHOUT THE WEEK—**Shopping Specials, Lucky Numbers, Lucky Shoppers and Mr and Mrs Spondulux.**

VISIT FARMERS' DURING TOWN AND COUNTRY WEEK

TAKE ADVANTAGE OF THE SPECIAL BARGAINS

FRESH MEAT—

PORK SPECIALS—

ROLLED, now only **3/- lb**
SEASONED, now only **3/- lb**
LEGS **2/10 lb.** CHOPS **2/10 lb.**
PICKLED PORK, now only **2/8 lb.**

BELOW COST—

JANOLA, usually 2/9 (save 10d)
Now 1/11 Bottle

VITA BRITS (save 8d) usually 2/7
Now only 1/11 pkt.

BAKING POWDER
Edmonds Sure to Rise, **Now 2/7 tin**

GREGGS Instant COFFEE
2oz Jars, **Now 3/3**

CHOCOLATE FISH, usually 3d each
Now 2/6 Dozen

ROMA TEA, usually 3/3 ½lb
Now only 2/8

KERRIO CAKE MIX, usually 2/11
Now 2/4 pkt

FROZEN FOOD SPECIALS

30oz Bags Frozen Peas, usually 4/6
Now only 2/11 bag (save 1/7)

SWEET CORN Watties Cream Style
Large 16oz can **Now 1/8** (us. 2/3)

ANCHOR CHEESE Tasty Blend, save 9d lb. **Now 2/6 lb**

PLASTIC CLOTHES BASKET
Handy Size, easily carried,
Sale Price 10/6 Each

RIVAL IRONING BOARDS
Very sturdy, 3 height positions, usually 99/6. **SALE Price 75/-.**

LARGE BOTTLES WAIKATO LEMONADE
Saves you 3d per bottle. Usually 1/9 each. **NOW only 1/6 bottle.**

TOFFEE APPLE MIX (usually 2/11 pkt.) Try it now at this **Special Price, Only 2/6 pkt.**

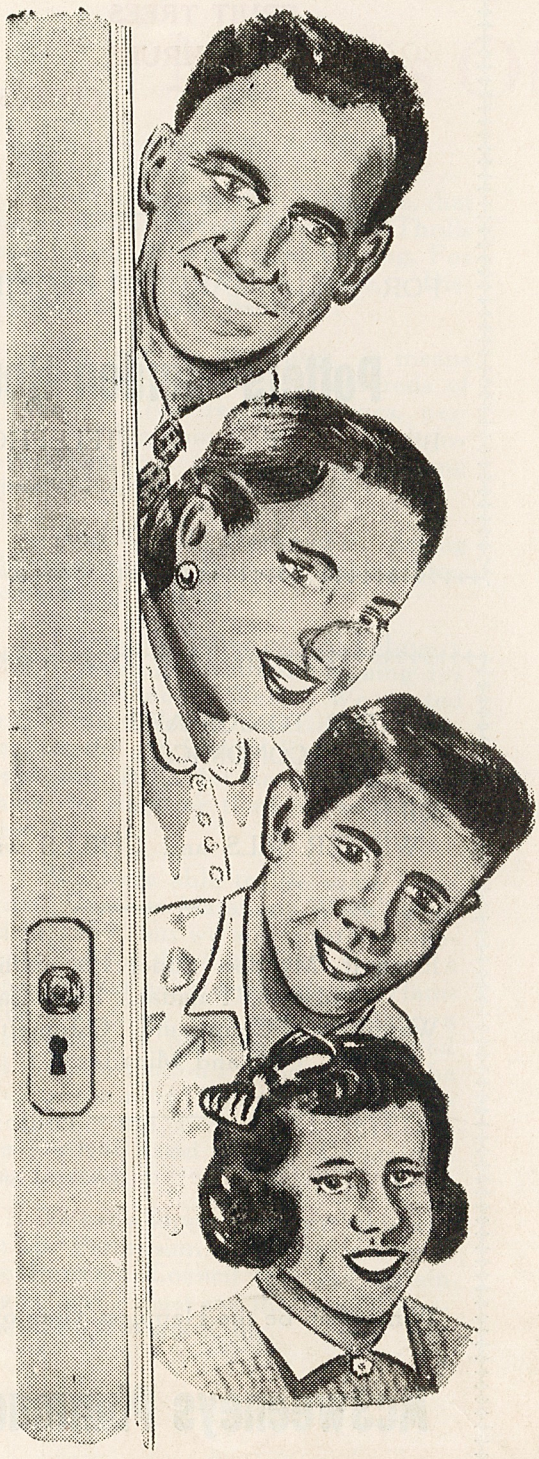
JOYCE LANDERS SHORTBREAD
usually 2/6, so save 3d pkt
NOW 2/3

SATISFACTION GUARANTEED

FARMERS'

PHONES:
938, 138, 1047

Frolic With The Family On Wednesday Night



To be held in the Memorial Centre on Wednesday, May 20. Fun for Mum and Dad and all the kids, is promised on this occasion—and Dad wont have to dip for admission fees, because it's free!

The programme provides something of interest to all ages.

Children under 15 will be treated to free soft drinks (by courtesy of Innes-Tartan Ltd); free toffee apples (by courtesy of Simms-Jones Ltd); free balloons for primary school kiddies (by courtesy of J. Wattie Ltd.)

The programme includes novelty dances, special items, spontaneous items and the popular quick raffles.

Special prizes will be awarded to the best dressed couple, lady and gentleman, wearing appropriate country type clothing. Mr and Mrs Jock Somervell, will judge this event.

The spirit of the whole evening will it is hoped, be one of informality with humour and good fellowship the keynote. Whether you are five or 95 years young, you will find something to make you laugh and enjoy yourself.

"Come prepared," said Farmers Trading Company manager, Mr "Bub" Tremaine, who is the guiding light in organising this suspicious occasion.

"We want everybody who can do anything to add to the fun, say give an item, do a dance, play an instrument anything of that kind, to step up and do it. The more informal the dress the more appreciated it will be by the sponsors.

Compere for the show will be that popular country western style figure Tom Annis, who will "set the main," and music for the dance will be supplied by Matamata's own 'Nightbeats.'

So, it looks as through Wednesday, May 20 is going to be one out of the bag as a family gathering in the Memorial Centre.

UNDERSOWING
UNDERSOWING WITH

CONNOR SHEA MACHINE

CROPS — GRASS SEED — ETC.

•

ORDER YOUR UNDERSOWING NOW FOR
AUTUMN PASTURES

CONTACT—

SLATTERY BROS.

TELEPHONE **341M** MATAMATA

PLANTING TIME IS NEAR!
PLANTING TIME IS NEAR!

HAVE YOU ORDERED—

ROSES
FRUIT TREES
SHRUBS
CITRUS, ETC,

FOR ALL GARDEN REQUIREMENTS

Potters Garden House

BROADWAY TELEPHONE **780S**

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Direct from the Works to your Farm!
We Specialise in Fertiliser Delivery and Spreading, and our prices are COMPETITIVE with any other firm or method.

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WINTER TONICS ARE
SOUND ECONOMICS

KILL
WINTER ILLS and CHILLS with PILLS!

Pluravit, Myadec, Super Plenamins, Vykmin
Vidaylin, Paladac, Haliborange,
Waterbury's Compound, Ostomalt, Aktavite
and Minadex.

We would also like you to inspect our range
of ELECTRIC BLANKETS.

Winter can be the Happiest Time of the Year!

McSweeneys Pharmacy Ltd.

Arawa St., Matamata — Telephone 923

Town And Country Week Road Race Has Taken Months Of Planning

For a large number of people, that name means Speed, Spectacle, Thrills and a Day of Wonderful Driving. For others it means Danger, Noise, a Disruption of a quiet Saturday.

To me, as organiser, it means Problems—hundreds and hundreds of Problems. Not really big ones, perhaps, but big enough for one to throw everything out of gear at the wrong time.

And Work! Weeks of it. Seeing this one, ringing that one, asking him, negotiating with her.

During the latter part of February P.R.A. executive started planning for Town and Country Week. We wanted something different, something new to replace the old faithful Exhibition. Believe me, its a lot harder than you think, to stage or think of something new.

We were able to use some ideas from "Come to Matamata Week" staged in 1959, but we still wanted something Big for the Saturday. I heard a whisper that some time ago the Hamilton Car Club was keen to stage a motor race in Matamata. I collected all the information I could and put the idea to the next PRA meeting. It was accepted, and then it STARTED—the Festival Road Race Committee was formed.

To cut a long story short, this was set up. Permission was obtained from the Borough Council to close certain roads, and I must say the council's co-operation was gratifying.

The chief steward for N.Z. Car Clubs flew from Christchurch to inspect the track, particularly from a safety angle. He was most impressed. The residents concerned received a personal letter asking for their co-operation and setting out action that we would take to ensure their safety and well-being.

Generous sponsors (W. D. and H. O. Wills, and local garage and tourist resorts), generously offered to provide prizemoney and/or trophies.

Meanwhile, the Hamilton Car Club, headed by Ross Scherer of Waharoa, was busy planning the programme, arranging track marshals, flag marshals, timekeepers, judges, clerk of the course, in fact, a staff of about 120 to run the day.

Applying for permits, arranging a quarter million pounds (£250,000 to you), worth of insurance to cover all contingencies; sending out entry forms and hundreds of other details.

Throughout all this planning the theme has been, "PUBLICITY FOR MATAMATA," to bring people here and show them what a wonderful town in which we live and work, and what a wonderful dairying district we have.

Secondly, to give local non-profit organisations a chance to help finance their work.

•

THIS, THEN IS THE SET-UP

The Jaycees will erect, staff and dismantle all barriers and ticket gates

ROAD RACE

ROUND THE HOUSES CIRCUIT
ROUND THE HOUSES CIRCUIT

MATAMATA

SATURDAY, MAY 23, 1964
SATURDAY, MAY 23, 1964

FIRST RACE 10.15 A.M.

ADMISSION 5/-

★

SALOONS — SPORTS CARS — RACING CARS — SEE N.Z.'s TOP DRIVERS PERFORM ON THE NEWEST COURSE IN NEW ZEALAND !

★

THREE CASTLES FEATURE RACE OF 15 LAPS at 2 p.m.

GOLD LEAF SALOON CAR RACE, at 3 p.m.

(The above races sponsored by W. D. and H. O. WILLS)

ROAD RACE

FREE PICTURES — AMPLE PARKING — REFRESHMENTS

ROAD RACE—Continued

on a commission basis.

Parking areas have been found and will be manned by parents and friends of the Marching Girls Association at a charge of 1/- per car.

Food booths which were offered to sports clubs were not accepted and will now be in charge of the Lions Club, Free Kindergarten, Girls Life Brigade and Methodist Men's Fellowship and School P.T.A.

Programme sales will be handled by the Wardville School Committee on a commission basis to help their school bath fund.

Matamata Rotary has generously offered 20 men to act as crowd marshals on the day.

Finally, any profits from the charge of 5/- entry to see the racing will be divided evenly between the Car Club and the P.R.A

During the week previous and on the morning of the day from approximately 3 a.m. miles of fencing will be erected. Gates will be erected across all entry points and hundreds of hay bales will be placed at various points on the track. Street widening of which we are paying a proportion is under way and special arrangements for essential services are in hand.

All in all this is one of the biggest undertakings ever put on in Matamata, and we take this opportunity of thanking each and every person concerned for their willing and helpful co-operation. The number of spectators of course is a big question mark, but we could get, with the extensive publicity we are giving, upwards of five thousand people.

There are two requests I would make of people attending: Please remember Road Racing can be dangerous and obey crowd marshals and signposting etc.

Secondly—say a little prayer that it will be a fine day.

B. P. COTTER

BUYING A CAMERA OR PROJECTOR?

Then call and SEE US FIRST!

We offer a complete Photographic Service for all Colour and Black and White Films.

TRY our 3-day Duplicate Service. 14 days for Colour prints from slides. We have a Specialist Camera Repair Service. All repairs guaranteed for six months.

FOR QUALITY PHOTOS
FOR QUALITY PHOTOS

COLOUR OR BLACK & WHITE!

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WEDDINGS & SOCIAL FUNCTIONS

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Your Photograph for the Waikato Pix.

A good range of Photo Mounts, Albums and Frames of all types always in stock.

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Arawa Street South, Matamata

Telephone 474

COLLEGE FOODMARKET LTD.

CREST 11oz PEAS, **1/- Tin**
LARGE CHOC TABLETS, **1/11½**
BELL TEA, **2/9.** NUGGET **1/- Tin**
JET BATH CLEANER, **2/8** (save 9d)
RINSO, **2/11.** SANPIC **2/9** (save 1/9.
DRIPPING **1/2 lb** (save 6d)
VITA BRITS, **2/1.**
HOT WATER BAGS (save 2/6) **Now 7/3**
BAGS OF PARKING SPACE FREE!
PUREX **3 for 2/3;** BUTTER **1/10½.**
2oz GREGGS COFFEE, **3/6½**
POTATOES **3d lb.** CARBONETTES**5/6 bag**
SAVE! SAVE! SAVE!

●

Telephone 942S For Free Delivery

Aqua Foods Fish Supply

(Ron Grondin—Proprietor)
PHONE 958S

Phone your order, and save waiting time. Fresh and Cooked Fish, Fishing Bait, Shell Fish in Season. Chinese Food to take away.

MATAMATA S LEADING "TAKE-AWAY" FOOD HOUSE.

Party Suppers a Specialty.

Open All Week-end.

Agents for Waikato Soft Drinks.

OUT IN THE COUNTRY
OR, RIGHT IN TOWN!

THE FIRM

For all your Electrical Appliances.

Kelvinator, Whiteway Refrigerators
and Washers and Dryers
MURPHY RADIO AND TV

●

We have our own trained servicemen and stock and sell all the Best Names in TV at

C. J. FLEMING

Broadway Matamata

TOWN AND COUNTRY WEEK
TOWN AND COUNTRY WEEK

OR ANY WEEK IN THE YEAR!

★ ★

For First-Class Dry Cleaning Service
For First-Class Dry Cleaning Service

★ ★

COME TO—

Sincerity Dry Cleaners

ALONGSIDE B.N.Z. ARAWA STREET

Why Should We Shop In Matamata

(The Woman's Point of View, by Sue)

A fair knowledge of the public of Matamata indicates to me that only a small proportion do their shopping outside the borough, but it does seem astounding that some housewives have been known to drive their car 40 miles or more, or spend more than half a day travelling by bus, in the hope that they will save a few pence on this article or that.

Granted that before supermarkets were recently opened in Matamata, there was the odd "bargain" to be obtained elsewhere, and it was something of a novelty to shop in new surroudings.

Meat was (is?) an item that the buyer has an advantage when she can see the neatly celophane packed article, with the exact weight and the price clearly marked. It appears that the old method of the butcher slapping the joint on to the scales, wrapping it quickly and scribbling a docket, is going by the board.

It appears to me that the main reasons why some women shop out of town are:—

If they want to buy something exclusive, they have looked around locally in vain for—or

Now and again go on a shopping spree, not so much to spend a lot of money, but to see new shops, window shop, compare prices, all of which activities are dear to a woman's heart.

It stands to reason that for the successful development of a community, we should all "take in each other's washing." In other words, so far as is practicable and reasonable we should spend our money where we earn it, and support the people who support us.

Matamata town and country residents have little to complain of in the service and facilites offered by Matamata retailers and business houses generally, and that includes garages, engineering and all services required by a community such as ours.

There will always be the odd person who, like the blackberry picker, thinks there may be better pickings on the next bush, but it rarely works out.

So, let's make a resolution—

BEGIN TODAY—**DON'T** SHOP AWAY!

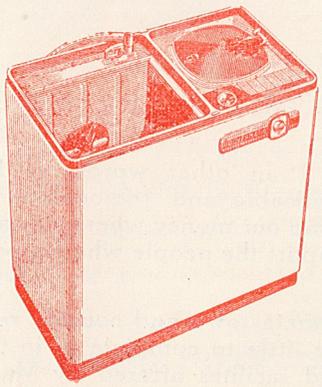
P.S.—One still hears an occasional complaint that a certain old-established and nationally known shoe shop went out of business in Matamata. Too late to complain! That business closed because it wasn't supported by local people!

A Car To Be Proud Of

"To drive this outstanding car is a revelation in performance. It is no idle boast that the supreme comfort, sports car road holding ability and the flashing power and acceleration put the Chrysler Valiant head and shoulders above any other car in its class," said Mr Maurie Baigent, sales manager of Baigent Motors Limited, modestly when discussing the merits of the firm's newest offer—the world famous Chrysler 6-seater which will be on display next week. The price is also modest as top-class car prices go—£1298.

TWIN TUBS FOR TWICE THE SPEED!!

HOOVERMATIC
WASHING MACHINE



ONLY £85 !

Trade In Your Old Washing Machine
NOW !

BOND & BOND Ltd.

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GENERAL CARRIER
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FURNITURE REMOVALS
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Truck and Trailer Work a Specialty.

Telephone 455 Matamata for Carrying Service

A BIG WEEK FOR MATAMATA

BUT—MAKE IT A MEMORABLE OCCASION BY SEEING
OUR DISPLAY OF **VAUXHALL MOTOR CARS !**

- **VAUXHALL VELOX SALOON**
- **VAUXHALL VIVA DE LUXE**
- **VAUXHALL VICTOR SUPER**

ALL AVAILABLE ON OVERSEAS FUNDS AT

MATAMATA MOTORS (1962) LTD.

(Licensed Motor Vehicle Dealers)

ARAWA STREET, MATAMATA PHONE **327**

Centennial Drive: A Memorial To Pioneers

One wonders how many country people visit the Centennial Drive in Matamata and realise the amount of work that has been done by the small and faithful band, the Matamata Centennial Drive Development Society since its formation some six or seven years ago.

Running through from the Scout Hall in Broadway to emerge at the entrance to Bedford Park in Tainui Street the drive has been transformed from a wilderness to an attractive avenue of trees and flowering shrubs.

Work is still proceeding steadily —trees and shrubs don't grow in a day—and visitors to Matamata next will will find a leisurely drive through Centennial Drive a rewarding one.

The drive, known as the "town belt" in earlier days, was set aside to become a shelter belt of trees, but as time went on little was done and most of the few trees that became established, "received the axe" to make way for power lines.

In 1940, as part of the national Centennial Celebrations, a tree planting project was undertaken and the drive dedicated as a memorial to the pioneers of the town and district.

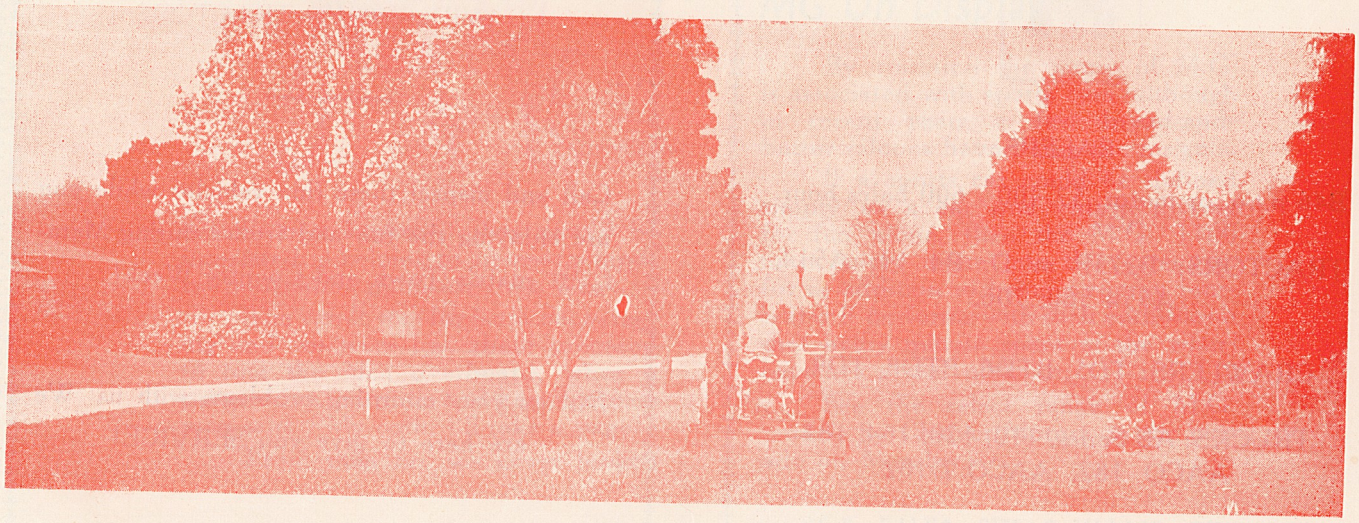
The then Mayor (the first Mayor) of Matamata, Mr William Gordon presided at a large gathering at the dedication ceremony. The town clerk of the day, Mr W. D. Hay was present in uniform, on final leave before proceeding on overseas service.

The writer of this reminiscence recalls Mr Gordon in his remarks, making reference to Mr Hay's departure and extending to him the good wishes of Council and citizens. "We hope to see Mr Hay return to us with the Field Marshal's baton which is proverbially in every soldier's knapsack."

Well, Mr Hay did not bring back a Field Marshal's baton, but he did give five years faithful service as a fighting soldier before returning to resume his town clerk's position, and give Matamata Borough a further 17 years faithful service before ill-health caused him to retire.

Mr Gordon, whose name is perpetuated in Gordon Park, the forest reserve on the Kaimais which is Matamata's water catchment area, died in Auckland a number of years ago.

However, we seem to be transgressing a bit. Let's repeat the suggestion that visitors to town next week visit the Centennial Drive.



TOWN & COUNTRY WEEK
—SPECIALS—

at

Loveridge & Son Ltd.

★ — ★

MEN'S SHOES FROM **45/-**

ODDMENTS IN SCHOOL SHOES, **27/6**

ODDMENTS in WOMEN'S COURTS & CASUALS from **39/6**

WHILE IN MATAMATA
WHILE IN MATAMATA

INSPECT OUR SHOWROOM

Featuring

Radios, Television, Records, Washing Machines, Refrigerators, Sewing Machines

YES! We have the Largest Stocks of TV Receivers in Matamata!

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Phone 219 **Matamata**

CLARKSON MOTORS Ltd.

FIRTH ST. **LTD.** MATAMATA

INTERNATIONAL HARVESTER

BALERS

B46 p.t.o. or motor, 57 400 - 600 bales hour.

TRACTORS: B275P or D. B4 14; A514, A554 560, 706.

CRAWLERS: TD5, BTD6, BTD8, TD9.

TRUCKS: AB Series, 110, 120, 164, 184 AACO 182, AACO D182

PIONEER CHAIN SAWS, NU17. 7-20

H. G. BAIGENT MOTORS

Matamata Agents for

Hillman **Humber** **Chryslar Cars and**
DAVID BROWN TRACTORS

Call and inspect these fine vehicles while you are enjoying the fun and frolics during Matamata's Town and Country Week!

Discuss your motoring problems with us. We are here to give you SERVICE!

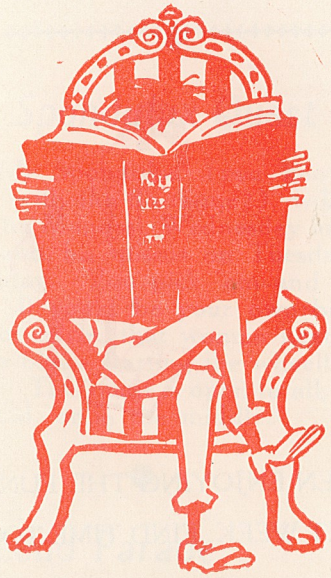
This Programme . . .

This programme for the P.R.A.'s 1964 Town and Country Week Festival has —been produced in something of a hurry and under considerable pressure. It all happened in a bit of a flurry. Doug Turner asked us to put a "dodger" containing the week's programme, as a supplement to Matamata District Chronicle, which as you all know, goes to every home within about a thousand miles—well, give and take a bit!

As Chronicle publishing day did not work in, we suggested that we print the programme on a little more elaborate scale (say about four pages) and use Chronicle's district-wide organisation for distribution.

"Right," said Doug, "Do your worst—I mean best!"

So we went out into the highways and by-ways of Matamata and first of all asked a couple of prominent business houses if they would be interested in helping to sponsor a modest publication publicising the Week.



The result was far from encouraging and we were just about prepared to toss the idea overboard, when a progressive, patriotic and keen business man said, "My oath, I'll take a page!"

From then on, we never looked back, and before the job was finished, it became almost embarassing. There are still people who we feel sure would have been pleased to advertise if we could have got round to them, but it became impossible. Like Topsy, we just grew.

The response by Matamata business people to assist in producing this programme is the more gratifying to us in view of the fact that we had to compete with high-pressure salesmen representing outside journals which have very limited circulations in the area and certainly have no sentimental interest in Matamata.

It is pleasing to note that so many Matamata business people observe the sentiments expressed on another page in this booklet—and shop in their own town!

To any business house who would have liked to be with us and was not invited, we sincerely apologise. It just wasn't possible if we were to get the job done on time.

As a matter of interest, the 3300 copies of this programme which is being delivered free to all householders from Walton to Tirau, has used up six cwt of paper, eight lbs of ink, and has made 35,500 impressions on our letterpress machine.

MG On Display

By tradition the name of M.G. is associated with sports cars, although in recent years a few bread-and-butter saloons have borne the insignia.

If a sports car could be defined simply as a car one enjoys driving for fun alone, then the M.G. 1100 must surely come into this category; for in addition to being a roomy four-seater it performs with such enthusiasm that every minute spent at the wheel becomes a real pleasure.

See the select range of M.G. models by Cleaver Motors, in the parade on Monday.

MATAMATA LIONS CLUB

Opportunity Shop

Have you got an eye for a Bargain?
Be In Early for the Lions' Share

OPENS WEDNESDAY, MAY 13, 10 a.m.
MATAMATA HOTEL BUILDING
(Where Waikato Savings Bank Was!)

New and Second-hand Goods all at **Throw-out Prices!**

WHEN IN MATAMATA, BE SURE
TO SEE OUR SELECTION OF

- CANADIAN
- ENGLISH
- NEW ZEALAND

WALLPAPERS

Booth & Chapman Ltd.

Corner Arawa St. and Broadway

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Watch our Windows for Lucky Numbers

EVERYBODY KNOWS FRED HALL
EVERYBODY KNOWS FRED HALL

THE DEPENDABLE REAL ESTATE
MAN FOR MATAMATA
AND DISTRICT!

FARMS - TOWN SECTIONS - HOUSES

•

FRED HALL

Telephone 829S (office), or 829M (at home)

WHEN ENJOYING THE FUN IN TOWN
NEXT WEEK, FIND TIME TO CALL AT

Colin Ross

PHARMACY LTD.

WHERE THERE'S ALWAYS "WELCOME"

Brevities of Festival Week

Lucky Shoppers

At a certain time each day during "Town & Country Week" a member of the P.R.A. excecutive will be in one of the shops taking part in this week. He will hand to a lucky customer, making a purchase at that particular time, a voucher.

The winner of this voucher will be entitled to receive goods to the voucher's value from any P.R.A. members' shop or garage, at any time within a month of that date.

Remember, you will have to be in town and purchase something from one of these shops during Matamata's "Town & Country Week" and remember also, there will be a voucher to be won every day during this fun-filled week.

●

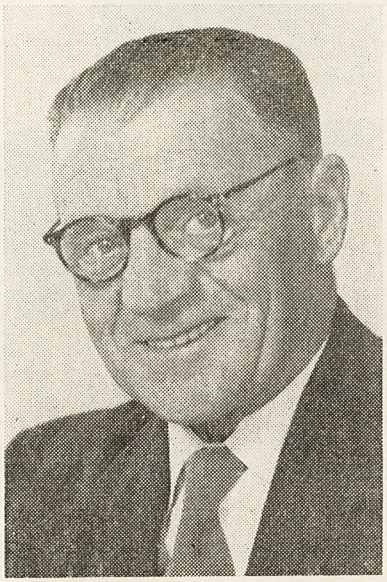
The Spondulux Quest

Mr Spondulux (you know, the bloke with the do-ra-me?), will be in town on Monday, Wednesday and Friday, and his missus on Tuesday and Thursday. You pick 'em and they'll pay. It could be your own brother, aunt or uncle, that woman next door, or the bloke starting the wheelbarrow races. This quest is open to all, young and old, or in the middle.

●

To Lead Parade

The Matamata Orphans Club, which has been a keen supporter over the years of all P.R.A. projects, and has never failed to enter an attractive float in the exhibition parades (winning several prizes), will again be seen in an assisting role when musician members of the club will lead the parade in a truck, on Monday.



MR A. D. (Doug) TURNER

Matamata Public Relations Association Secretary, who has served the association since its foundation in 1956. During that time Mr Turner has had the organising of several Commerce and Industries Fairs, Festival Weeks and other activities allied with the Association's affairs.

●

Spacious Vivacious

Matamata Motors invite you to take a special look next week at the spacious, vivacious Viva, the new 1-litre Vauxhall with all the qualities of a fine car. Clean, functional good looks. Stretching room for four—room for five if you want to slip a youngster in as well.

Holiday-size boot, just look at what it holds! Its the liveliest, peppiest, snappiest 1-litre family saloon in the world, say Matamata Motors.

See it for yourself next week in the vehicle exhibition.

Never hand wash another dish . .

OR DRY ONE, EITHER !

WITH SENSATIONAL NEW
1964 DISHMASTER !

UNDERCOUNTER AUTOMATIC
FRONT LOADING AUTOMATIC
EYE-LEVEL

3-WAY PUSH-BUTTON
MAGIC
WASHING
RINSING and
DRY POLISHING

up to 63 Pieces (plus Cutlery)
in a few minutes.

New 1964 Mobile Dishmaster

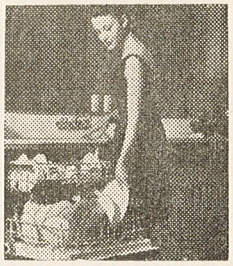
NEEDS NO INSTALLATION
NEEDS NO INSTALLATION

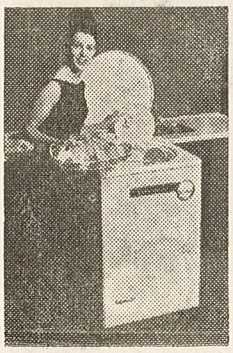
IMAGINE WHAT THIS WOULD MEAN TO:

SHAREMILKERS' WIVES who help in the Cowshed
FARMERS' WIVES who help with the feeding out and calves.

NO DISHES to wash when you come in wet and cold.
NO FAMILY ARGUMENTS!

FREE HOME DEMONSTRATIONS !





Dishmaster — Wastemaster

WASTEMASTER !

Electric Garbage Disposal Unit

THE METHOD COMMONLY USED IN AMERICA TODAY————

WASTEMASTER GETS RID OF **ALL YOUR** HOUSEHOLD GARBAGE FOR YOU!

FLICK ON THE SWITCH !

TURN ON THE TAP FULL, AND SCRAPE IN THE SCRAPS (BONES AND ALL).

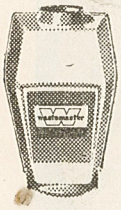
WASTEMASTER PULVERISES EVEN SCRAPS INTO TINY PARTICLES THAT FLUSH AWAY DOWN THE DRAIN.

SEPTIC TANKS? — YES!

FITS ANY SINK? — YES!

FIT ONE IN YOURS ! !

EXPERIENCE COUNTS!
More than Two Hundred Thousand Wastemasters Sold in the past Nine Years!



FREE HOME DEMONSTRATIONS!

C. & M. McKENZIE Ltd.

All Classes Of Pipe Work And General Repairs

STRUCTURAL STEEL FOR ALL BUILDINGS

FARM GATES — TWO MODELS

11ft: £5 5s; 12ft, £5 12s; ..

11ft, £5 12s; 12ft, £5 18s

GATES MADE TO MEASURE

COW BAILS !

G. W. O'NEILL

Firth Street :: **Matamata**

ASK THE EXPERTS
ASK THE EXPERTS

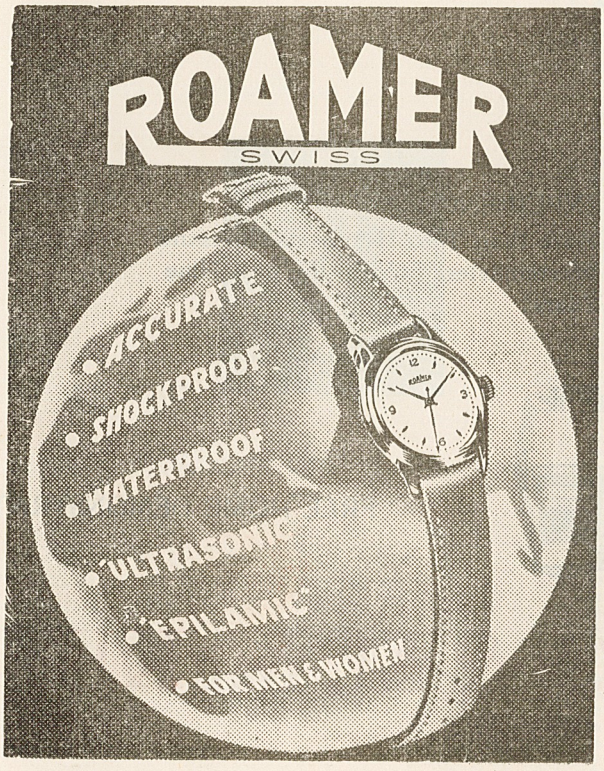
To explain why
ROAMER WATCHES
are so good!

TALK TO THE PRACTICAL MEN
AT

T. K. COXHEAD
JEWELLERS Ltd.

and get their free advice when you are thinking of a new watch.

All watches guaranteed for 12 months and serviced on the premises.



Motor Racing Is An Exciting Sport

The Matamata Festival road races to be held on May 23 in and about the town, will give Matamata and visiting citizens their first experience of a "round the houses circuit motor racing in the Waikato."

Motor racing is an exciting sport, calling for careful control if it is to preserve its popularity and maintain public support. All motor sport in New Zealand, with the exception of Go-Karting, is controlled by the "Association of New Zealand Car Clubs," which has more than 80 affiliated member clubs.

The A.N.Z.C.C. is in turn directly responsible to the Royal Automobile Club of England, which is a member of the "Federation Internationale de Automobile," **THE** world authority of motor sport.

Every motoring country in the world abides by the laws laid down by the Federation Internationale.

The Hamilton Car Club, which is virtually in charge of the Matamata Festival road races, has joined up with the Matamata Public Relations Association to promote the event, and hopes, with the assistance of other local organisations to make the event an annual one.

Car clubs came into their own following World War II and for some years their activities were restricted by the shortage of cars and petrol. As the situation in this respect eased, an increasing number of clubs became active for those people who wished to use their vehicles for something more than mere conveyance.

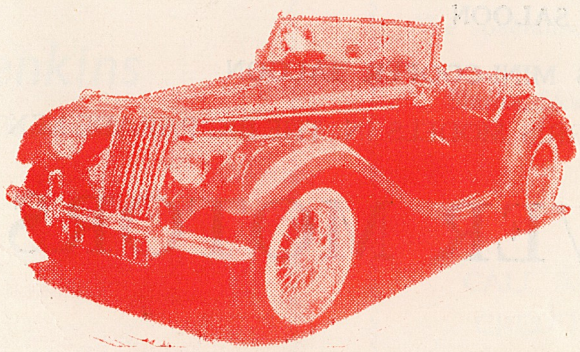
Car clubs cater for all forms of motor sport, including trials, rallies, driving tests and racing. All events must be conducted according to the venues and programmes approved by the chief steward of the Association.

Plans have been maturing for the past two months for the Matamata meeting on May 23. Officials have had a busy time drafting rules and regulations, and have sent out more than 1000 entry forms throughout the North Island. More than 100 entries had been received when this story was written.

There will be more than 60 officials actually concerned with the running of the day, assisted by Police, Transport Officers, Borough officials and members of local helpful organisations.

The Hamilton Car Club is very appreciative of the co-operation and support forthcoming from Matamata organisations and the overall support received.

ROSS SCHERER,
President, Hamilton Car Club.



The Old —(inset):
The late Mr H. G. ("Buff") Keeley, founder of Keeleys (Matamata) Ltd.

The New:
Interior of Keeleys-Simonsens Sports Ltd., modern Sports and Toys Centre

Watch our windows for Town and Country Week Specials, at Giveaway Prices!

WE SPECIALISE in all Sporting Equipment. Stockists of Leather and Canvas Goods, Saddlery, Travel Bags and Toys.

All Canvas and Leather Repairs Undertaken. Prompt Service.

REMEMBER—WE SERVICE WHAT WE SELL!

KEELEYS—SIMONSENS SPORTS LTD.

Phone 109S (shop) Box 56 Phone 109M (Res.)

MORRIS WINS ON VALUE

DISPLAY OF SPORTS TOURERS AND SPORTS SALOONS

"SAFETY FAST"

MG "B" SPORTS WITH DETACHABLE HARD TOP

MG "MIDGET SPORTS"

M 1100 SALOON

MORRIS MINI-COOPER SALOON

SEE THESE MORRIS MODELS IN THE BIG PARADE NEXT MONDAY

CLEAVER MOTORS LTD.

TUI STREET MATAMATA

Wool Boad Garments Will Be A Feature Of Parade

Another bright opener for next week's festivities will be the Fashion Parade on Monday night in the Memorial Centre. The parade will be sponsored by local fashion stores, and will include a presentation of the New Zealand Wool Board's Gold Medal Garments.

Compere Bobby Jarvis will be assisted by local and visiting professional models in presenting a display of items that are available in Matamata Fashion Houses. Bobby is well known to the fashion conscious as a compere and model and she will have much of interest to tell about her recent tour publicising the New Zealand Wool Board selections. Bobby has taken her favourites from this New Zealand-wide acclaimed collection and will exhibit them as a grand finale to the show.

All these garments have been and are available in Matamata stores.

Bookings for Monday night may be made —now at Morrison's Record Bar on the corner of Broadway and Arawa Street.

Visitors to the Fashion Parade at the Memorial Centre on Monday evening will be especially interested in the display by Matamata's Fashion Casuals shop, in the Regent Theatre Buildings. There one may obtain the lastest in slacks, skirts, suits frocks and rainwear and have the advantage of working on a revolving credit account.

MEN'S WEAR FOR EVERY OCCASION!

Sportswear! Working Clothes! Lounge Suits!
Evening Wear and all Accessories!
In fact, Everything in Menswear!

PRICES ARE COMPETITIVE at JENKINS'
And Quality is Always the Best !

—at—

Laurie Jenkins

Arawa Street Matamata

Town and Country Week Special:

3/- in the £ OFF all Tweed Sports Coats.

FASHION SPORTS WEAR
FASHION SPORTS WEAR

on display at the PARADE
by

Fashion Casuals

Next Regent Theatre, in Broadway

We specialise in

Slacks, Skirts, Suits, Frocks and Rainwear

★ ★

CALL AND OPEN A REVOLVING CREDIT ACCOUNT, SO EASY TO OPERATE!

Share In These Specials

FOR TOWN AND COUNTRY WEEK,

AT THE PHARMACY — SHARPS

LUCKY DIPS WITH ALL PURCHASES OVER 10/-
LUCKY DIPS WITH ALL PURCHASES OVER 10/-

AT THE BOOKSHOP — ARAWA

THESE BOOKS AT HALF PRICE — WHILE THEY LAST
THESE BOOKS AT HALF PRICE — WHILE THEY LAST

N.Z. BEACH & BOATING BOOK usually 15/-, FOR 7/6. CORONATION usual price 8/6, FOR 4/3. PAPA MARTEL usually 16/-, FOR 8/-. NO BOOTS FOR MR MOEHAUS 8/-

AT THE STUDIO — SHARP-GIVEN

ON WEDNESDAY, MAY 20 — CHILDREN'S DAY !
FREE SITTING for any Child's Photo!

YOU CAN RELY on SERVICE at—

★ ARAWA BOOKSHOP, Phone 463 ★ SHARP'S PHARMACY, Phone 519
★ SHARP - GIVEN STUDIO, Phone 1002

ALL IN MATAMATA !

Children's Art Exhibition

This week in Matamata, at Toomeys Fabric Centre and Waikato Savings Bank, is a child art exhibition sponsored by the Matamata Art Society. A selection committee had a difficult task choosing from a very large number of entries, the pictures to be hung. And naturally, there were a lot of disappointed budding artists. However this was inevitable, and the committee, while sympathising with them, feel sure they will appreciate the position.

No less than 110 entries from the Matamata Kindergarten, Gordon, Walton, Matamata Primary, Turangaomoana, Richmond Downs, Firth Primary, schools have been accepted, plus 32 from Matamata College.

Guest artist of the week is Sherida Buckland, 11yrs 2mths, of Tauranga, whose favourite subjects are painting, drawing and social subjects.

Sherida's favourite medium is the greasy crayon, but she is aware she has explored most of its possibilities and now needs to try new media, says her teacher.

Although she has won prizes in a number of minor art contests, Sherida's best success was in a national crayon colouring contest last year when she took second prize equal among 4000 entries.

Visitors are welcome at the Fabric Centre and Savings Bank this week to view this exhibition of child art.

All Prizes in Cash and Trophies for Competitions during the week have been donated by local business houses.

MATAMATA HOTEL

FREE DELIVERY FROM OUR

WHOLESALE DEPARTMENT ! !
WHOLESALE DEPARTMENT ! !

WEDDING and ALL SOCIAL FUNCTIONS SPECIALLY CATERED FOR

NOTE: WE SUPPLY ALL BRANDS OF ALL ALES AND LIQUEURS, WINES, ETC., AND CAN OBLIGEAT

YOUR HOTEL

TELEPHONE **539 or 587 for Friendly Hotel Service.**

Your Hosts when you visit Matamata Hotel, are Mr and Mrs Roy McKenzie

LATHAM'S SPORTS AND TRAVEL GOODS

Arawa Street South Phone 713

★

Travel Luggage Week-end Cases
Wallets and Purses
Football Hockey Golf
Shooting and Fishing Gear our Specialty.

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All Goods Guaranteed — Repair Service Available.

CALL AND INSPECT !

SAMPSON GLOSS LATEX

A Glistening Gloss Finish with the very minimum of effort.

A Protective Film that simply flows off the brush without any pull or drag.

20 Minute Dry—finish coat can be applied after two hours.

Excellent Gloss Retention gives years of decorative appeal and protection.

Brushes are simply washed out under the tap—no brush cleaners, no solvents.

Paint Spots equally easy to remove with a wet cloth.

N. H. TIDDY & Co. Ltd.

Phone 488 Broadway, Matamata

Stanley Construction Ltd.

THE OLDEST AND MOST RELIABLE FIRM OF BUILDERS
JOINERS, SHOPFITTERS

★

THE NAME of Stanley has been associated with the Building Trade in Matamata for more years than most of us care to remember.

AND NOW, A NEW SERVICE—PLAN PRINTING!

Whatever your Building Requirement, Consult the Reliable Firm

STANLEY CONSTRUCTION LTD.

Cnr Firth Street and Peria Road, and the Phone No. is 559.

Vehicles On Display During The Week

Motor cars, tractors and agricultural machinery will be on display in Broadway during the week. Local garages and dealers will combine to stage a parade of their various lines on Monday, starting at 12 noon.

The parade will start at Baigent Motors in Firth Street, proceed along Broadway to Edwards Motors bus terminal, then back up the southern side of Broadway to Arawa Street, around the block via Hetana Street back to Broadway, where the vehicles and implements will remain on show on the grass plots throughout the week.

Firms taking part in this feature of the festival are Baigent Motors, who will display a range of Hillman cars, from the latest automatic Super Minx down to the small Imp. They will also show the new Chrysler Valiant station wagon and David Brown tractors.

Black's Service Station will feature a full range of the latest Standard Triumph vehicles, and Cowling Bros. will show the latest Ford Cortina and Zephyr model cars and Fordson tractors.

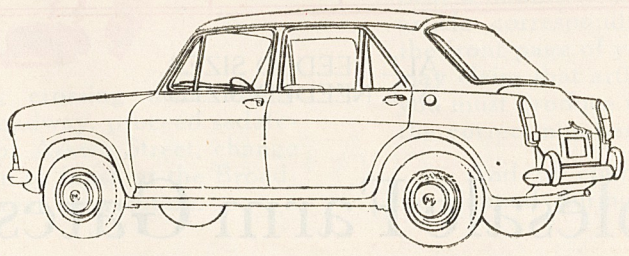
Cleaver Motors Ltd. will exhibit the latest M.G. Midget Mark 2 tourer, M.G. sports car with hard top, M.G. 1100 saloon, Mom's Mini-Cooper and aa range of the latest Nuffield tractors.

Farm machinery will be the basis of Matamata Machinery Exchange's display, while Matamata Motors will concentrate on a comprehensive range of General Motors Vauxhall cars including the latest 26 h.p. Velox six-seater family saloon, the 16 h.p. Victor Super and the new Viva Deluxe 1059 cc four seater.

Seabrook Fowlds will have on show their Mini Cooper F, Austin Mini and A60, Austin 1100 and a Nash Rambler Classic.

Slade Anderson Motors will show a Fiat 1500 Sports Saloon, a Fiat 500D Salon and a Volkswagen 1500 Saloon. Wright Stephenson Ltd will show a full range of Massey-Ferguson tractors.

This feature of Town and Country Week should be a real crowd pleaser and will no doubt be one of the most popular attractions. Certainly, an ideal opener for the week.



Formica . . .

Sink Bench Special

SIX FOOT, USUALLY **£17 17s 6d.** TOWN & COUNTRY WEEK—**£16.**

AT—

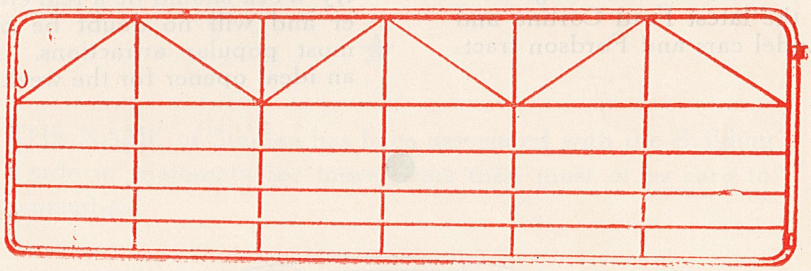
C. & M. McKENZIE LTD.

BUILDERS —— HARDWARE —— SHOWROOM

FIRTH STREET MATAMATA

GATES! GATES! GATES! GATES!

DURABILITY — SMART APPEARANCE
DURABILITY — SMART APPEARANCE



ALL NEEDED SIZES
ALL NEEDED SIZES

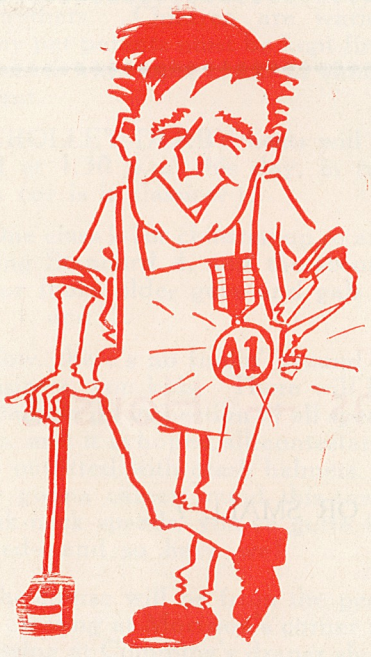
Wholesale Farm Gates Ltd.

ARAWA ST. SOUTH, MATAMATA TELEPHONE 648

Wheelbarrow Derby For The Grown-Ups

For those older young-uns who kid themselves they are still fit, there will be wheelbarrow heats on Monday May 18, at 2 p.m., Wednesday 20 at 3 p.m. and Friday, 22 at 2 p.m. Semi-finals and finals on Friday night about 8 o'clock.

Queensberry Rules; no horseshoes allowed in the gloves. No spikes longer than six inches allowed. Start at



the pedestrian crossing near Manly Milk Bar in Broadway, proceed sedately to the top of Arawa Street, change over and return to finish at the Broadway-Arawa Street intersection.

The Wheelbarrow Oaks for the weaker (!?) sex will be run on the same days as the Derby, but the course will be shorter. They will start at the Manly pedestrian crossing, change over pushers and passengers at Wallace Supplies and finish at Cummings'.

First and second in the heats of both men's and women's events will be eligible for the finals on Friday night. Winners of the Derby (men) will earn £20, and the Oaks (women) £10, with prizes also for minor placings.

It is understood that some unscrupulous people with prior knowledge of these fabulous rewards are already in training; but it should be remembered that the race is not always won by the swiftest, and last to enter could well be the ones to collect the prize.

Lucky Numbers

During Town and Country Week many shops will feature articles which bear a number. If the number on this article corresponds with the one on the front page of your programme, you may claim that article. But remember you must produce the programme with the correct number, to win your prize.

And of course, the article must be claimed during the Festival week.

APPOINTED MATAMATA AGENTS FOR—

DISHMASTER — WASTEMASTER MACHINES

SEE DEMONSTRATION ON MAY 14 and 15 AT—

C. & M. McKENZIE Ltd.

BUILDERS — HARDWARE SHOWROOM

FIRTH STREET MATAMATA

DO YOU WANT TO BUY OR SELL?
DO YOU WANT TO BUY OR SELL?

Farms — Town Sections — Houses

OR ANY ESTATE, LARGE OR SMALL ?

CALL, PHONE ANY HOUR—

LOCK & HANNAY LTD.

Telephone 816 day or night and Bill Lock will be right on your hammer.
He's like the Owl—he NEVER sleeps!

Children's Day Organised By Lions Club

Wednesday, May 20, will be "a day for the children," organised by the Matamata Lions Club (if there happen to be a few Tigers among them, just report any you see to the P.R.A. office and get a special prize.)

This feature starts at 12.30 p.m. with a gathering of decorated bikes, prams, and pets. There will be prizes for all sections. Don't miss this. The parade will start at 12.45. The pets may include cats, dogs, birds, weasels, tame eels, snails, slugs, even fathers and mothers. Children are warned that any pet parents must be kept firmly tethered with rope, chain or similar deterrent.

TROLLEY DERBY heats will be started at 1.30 p.m. this day, in two classes (or is it classics?).

One class is for children up to and including Standard 4, and the second class for those older guys and gals in Forms 1 and 2.

Now, there's no foolin' around in this business, you kids. There will be a fair dinkum pit inspection of all speed wagons, and it is hoped all contestants will be outfitted with crash helmets. If your're gonna career round this town at break-neck speeds, you've gotta be pertected—and so have we!

The course will be from the pedestrian crossing at Morrison's corner to the crossing at Cumming's draper shop in Arawa Street. Grand Prix Rules to be observed. Final about 2.50 p.m. if there are any vehicles capable of completing the course by that time.

Events on the side on this day of days will be a Scavenger Hunt (if you know what that is), a Happle Bobbing competition and a Lolly Scramble.

Boys and girls will also have an opportunity (why confine it to the kids?) to make an honest quid by finding Mr or Mrs Spondulux. Its easy, really! All you have to do is ask everyone you see if they are Mr or Mrs Spondulux. If they are they will say yes, and you get the money, honey.

And it does give the old people a thrill to be interrogated by about five hundred and fifty-five little so-and so's as they stroll along the strata.

So now, you younkers, get on dad's hammer and make him bring you into town next Wednesday.

Apart from the prizes for the children's events, there will be the lucky number and shopping specials for the parents. See you later, agitator!

(Ten bob prize for the first school boy or girl (primary) who brings in a copy of this programme with ALL the typographical errers on this page correckly marked.—Tainui Press).

TIP - OUTS AT
TIP - OUTS AT

TOOMEY'S

DURING TOWN AND COUNTRY WEEK !
DURING TOWN AND COUNTRY WEEK !

QUALITY CREAM LAMBSPUN for Blouses, worth 4/11
Save 1/- yd—**NOW 3/11 yd**

BRUSHED RAYON, worth 12/9 yard, Save 5/10 yd
NOW 6/11 Yd

SILK VELVET, worth 21/6 yd, Save 11/7 yd **NOW 9/11**

NEEDLECORDS, in Fancy and Spots, worth 7/11 yd
Save 2/- yd — **NOW 5/11 Yd**

BRUSHED SHIRTING, worth 4/6 yd. Save 9d yd! **Now 3/9**

NEEDLECORDS, Plain, worth 5/11 yd. Save 1/-! **Now 4/11**

WINCEYETTES, worth 3/11 yd. Save 1/-. **NOW 2/11 yd.**

WOOLLENS
Quantity of Quality Wools for Skirts, Frocks, Slacks, worth up to 42/6 yd. SAVE up to £1/2/7 yd. **NOW ALL 19/11**

TOWELS, worth 10/6 each; save 3/7, **NOW 6/11 each.**

TERRY T/TOWELS, worth 3/11, save 1/5, **NOW 2/6 each**

SHEETS, unbleached, single, worth 27/6 pr. Save 7/1 pair, **NOW 19/11 Pair!**

TEA TOWELS, worth 4/11 each. Save 9/7, at **19/11 ½-doz**

PLEATING SERVICE

Knife Pleats, 1-8th to 1½in Box Pleats, 1in to 2½in., Fancy Pleats. Cost 7/- to 19/6 per skirt.

We have the material that pleats permanently. **24/11 yd,** 60in. wide. Pleated Skirt costs you 55/-.

MAKE A WOOL SHIFT FOR £2 10s. Easy to make from SIMPLICITY and BUTTERICK SHIFT PATTERNS.

DROP INTO TOOMEY'S AND BUY A BARGAIN. **Also see our** FUTURE PICASSOS.
Exhibition of Children's Art Now on Display—Until May 22!

TOOMEY'S for FABRICS

THE AUSTIN 1100 IS EXCEPTIONAL VALUE

The Austin 1100, for which Seabrook Fowlds are agents in Matamata is available in Basic and De Luxe form. Being already proven in other B.M.C. marques for mechanical dependability this car rates among the finest yet and represents exceptional value.

British and best, it possesses the usual built-in Austin dependability coupled to some of the most advanced engineering design features to be found in modern car maufacturing technique.

To the transverse engine/gear/box/front wheel drive power pack arrangement introduced in the fabulous B.M.C. Minis, and now successfully carried to the Austi 1100, has been added the virtues of velvet-smooth Hydrolastic suspension.

The principle of "a-wheel-in-each-corner" provides amazing interior space and riding comfort for up to five adults—achieved in an overall length of only a little over 12 feet. Because of its compactness, the Austin 1100 maintains—in tradition already affectionately established in the Mini saloon—truly phenominal manoeuverability, and superb driving qualities on the road.

Young Farmers Field Day

At 10.30 a.m. on Wednesday, May 20 in Mr T. Grant's paddock Rawhiti Avenue, Matamata District Young Farmers' Clubs will stage a field day, and what a day. Included will be a demonstration of Vacuum Packed Silage Making by Green Motors of Papakura; a haybale stacking competition and tractor driving competitions and demonstrations etc.

Come along and see these demonstrations and join in the competitions. See if you can drive a tractor as good as some of these young "cockies.". Have a go at stacking bales of hay—yes there will be something to interest all of you.

During Town and Country Week Be Sure To See The

Austin 1100

Rambler

Austin Cooper

SEABROOK FOWLDS LTD.

BROADWAY MATAMATA

Hancocks Foodmarket Ltd.

Phone 808

Compare These Prices . . .

THIS WEEK . . . . .

BEEHIVE MATCHES .... **11½d pkt**

8oz WATTIES CREAM CORN (save 1/-) ..... **2 for 1/6**

THREE TOILET ROLLS ..... **1/11** (save 1/-)

16oz WATTIES PEAS ..... **1/4** (save 6d

16oz WATTIES BAKED BEANS ..... **1/4** (save 6d)

CHOYSA TEA ..... **½lb pkt 2/9** (save 6d)

HIGHLANDER MILK ..... **1/4** (save 5d)

EDMONDS CORNFLOUR ..... **1/6 Pkt**

PERMANENT PRICES:———

WEETBIX, Large Size, **2/1.**
GREGGS INSTANT COFFEE, 2oz **3/6½**; **4oz, 6/9.**
LARGE TABLETS CHOCOLATE, **1/11½.**
NESCAFE, 2oz, **3/9**; 4oz, **7/1.**

ALSO AVAILABLE—
HOUSEHOLD HARDWARE
FRESH FRUIT AND VEGETABLES

Hancock's Foodmarket Ltd.

Remember — Phone 808 for Free Delivery.

27 YEARS AGO—

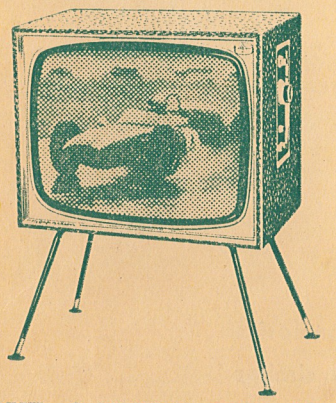
The publication of this Programme brings nostalgic memories to a number of older residents and business people of a similar occasion staged in 1937. It is of particular interest to the TAINUI PRESS, which on that occasion, 27 years ago, organised and printed a two-colour booklet very similar to the one produced on this occasion, and issued free to every householder in the district. For Progress, Integrity and Good Printing Service, you cannot improve on the

TAINUI PRESS LTD.

OPPOSITE THE HOTEL IN ARAWA ST., PHONE 761, MATAMATA.

Hi-Definition Features —

Exclusive to PYE 23" TV



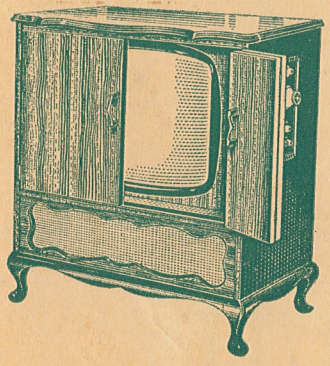
PYE GAIETY, £129 10s

New 31 Valve Performer Chassis

FLAWLESS SOUND !!
Automatic Picture Control!
New "Flip-Bak" Chassis !!

CLEARA-VISION SCREEN !

PYE CARAVAL, £139



PYE CEZANNE, £199

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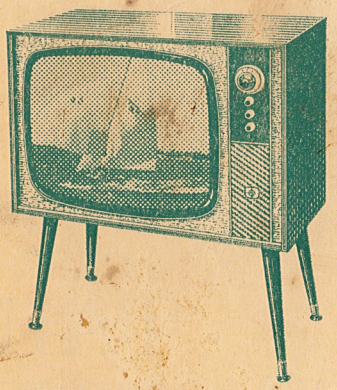

PYE RUBENS, 149 10s

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